DASHBOARD BY INVESTOR RELATIONS

Sebastian Slania

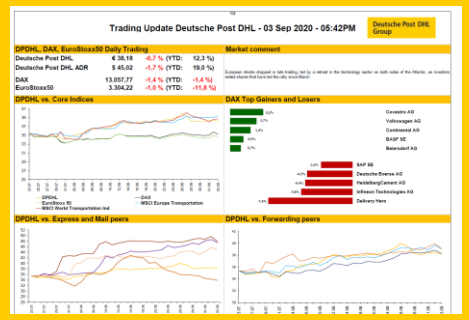
March 2021

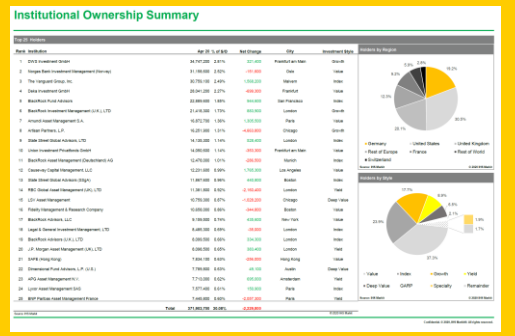
Deutsche Post DHL Group

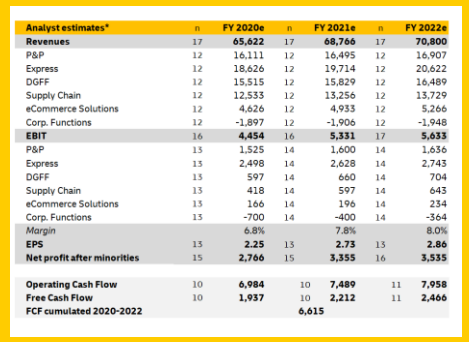
IR published a variety of information internally

- IR communicates a series of relevant data to internal DPDHL audience, C-level but also group wide
  - Daily Trading Update
  - Share ID
  - Monthly Perception Study
  - IR activities and investor feedback
  - Consensus
- So far: A lot of sources leading to multitude of regular publications

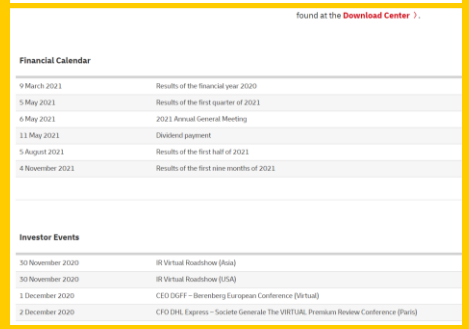
Until recently / Today

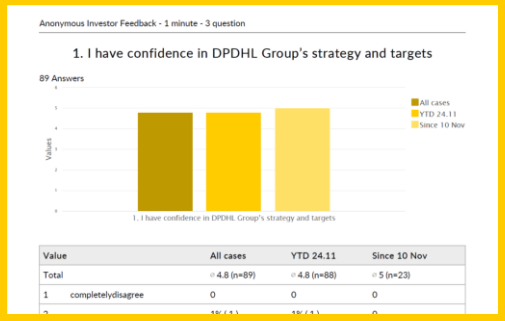






Analyst estimates*	n	FY 2020e	n	FY 2021e	n	FY 2022e
Revenues	17	**65,622**	17	**68,766**	17	**70,800**
P&P	12	16,111	12	16,495	12	16,907
Express	12	18,626	12	19,714	12	20,622
DGFF	12	15,515	12	15,829	12	16,489
Supply Chain	12	12,533	12	13,256	12	13,729
eCommerce Solutions	12	4,626	12	4,933	12	5,266
Corp. Functions	12	-1,897	12	-1,906	12	-1,948
EBIT	16	**4,454**	16	**5,331**	17	**5,633**
P&P	13	1,525	14	1,600	14	1,636
Express	13	2,498	14	2,628	14	2,743
DGFF	13	597	14	660	14	704
Supply Chain	13	418	14	597	14	643
eCommerce Solutions	13	166	14	196	14	234
Corp. Functions	13	-700	14	-400	14	-364
Margin		6.8%		7.8%		8.0%
EPS	13	**2.25**	13	**2.73**	13	**2.86**
Net profit after minorities	15	**2,766**	15	**3,355**	16	**3,535**
Operating Cash Flow	10	**6,984**	10	**7,489**	11	**7,958**
Free Cash Flow	10	**1,937**	10	**2,212**	11	**2,466**
FCF cumulated 2020-2022				**6,615**		





Interest groups – Target audience

- Controlling looking for consensus
- Strategy department interested in valuation metrics
- Management with share based variable compensation
- Board looking for market perception
- Employees looking for share price information for charts

Vision

We want to **visualise data** available at Investor Relations **for employees** to access via a modern, intuitive and central solution at the office and on-the-go that is intuitive to use in order **to create a better understanding of** the IR role, valuation and **perception of DPDHL shares**

Power BI gives us the opportunity to gather many sources onto one platform

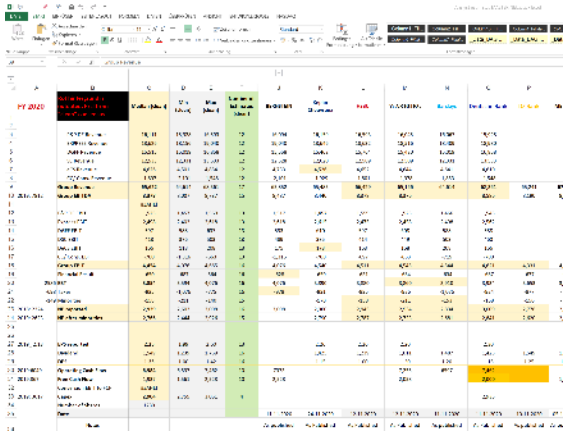
Performance & Valuation

Bloomberg

Shareholder Identification

Nasdaq

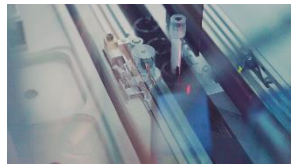
Analyst Estimates & Consensus etc.



Internal documents

Objectives & benefits

- Increase accessibility and availability of market data
- Improve user experience, ease of use
- Offer customisation
- Increase automation
- Reduce recurring workload that can be automated



Dashboard in three stages

Level One

- Provide as much information as we have in the current trading update with additional benefits such as customisation and ease of use

Source: Bloomberg

Level Two

- Target price development
- Individual analyst recommendations with target price
- Consensus

Source: Internal Excel sheets

Level Three

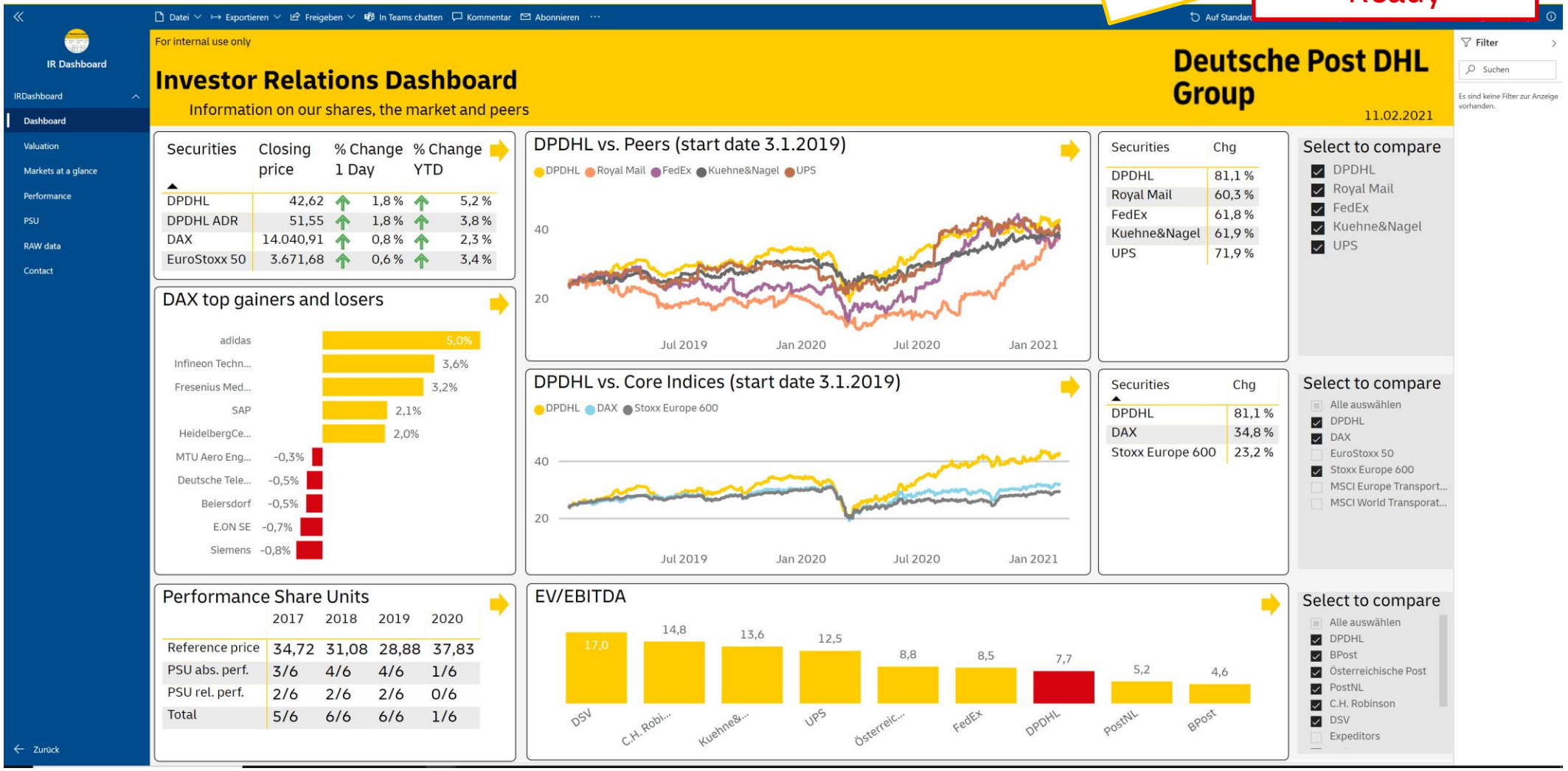
- Shareholder ID data
- Survalizer results
- IR calendar

Source: Share ID, IR Website

Opportunity to provide information on one platform, available 24/7

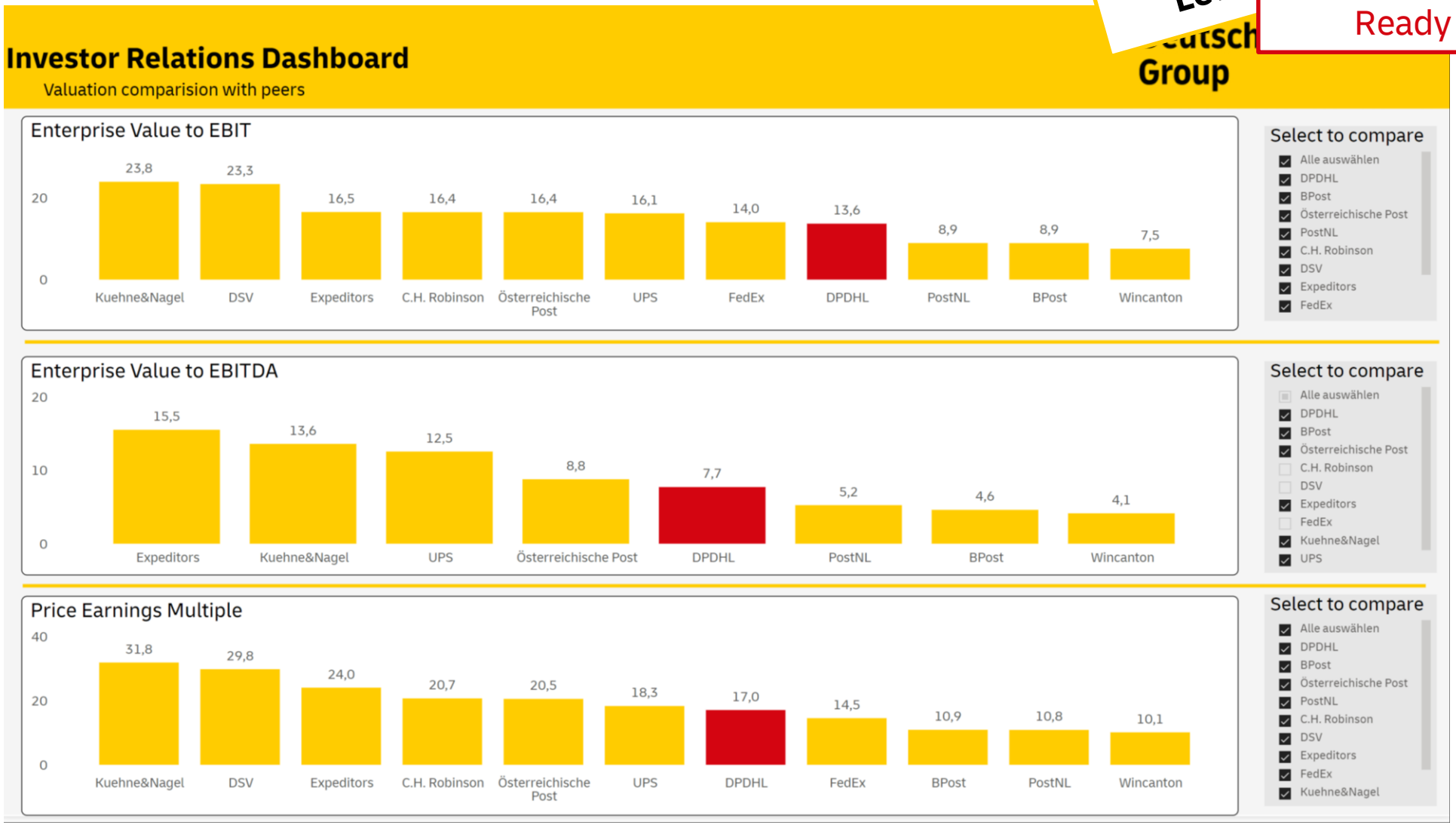
Level One

Ready



Level one - Valuation

Level One Ready



Level one – Markets at a glance

Level One

Ready

Investor Relations Dashboard

Market data at a glance

Deutsche Post DHL Group

Category	Closing price	Change 1 D %	Change % YTD	52 Weeks %	High 52 Weeks	Low 52 Weeks	Dividend Yield	Market Value
DAX								
DPDHL (EUR)	42,62	1,8 %	5,2 %	128,3 %	43,60	19,11	2,70	52.808,71
DPDHL ADR (USD)	51,55	1,8 %	3,8 %	142,2 %	52,94	20,71	2,66	63.873,51
Postals								
BPost (EUR)	9,80	1,5 %	15,4 %	113,0 %	10,45	5,50		1.959,01
CTT	2,40	0,2 %	1,9 %	82,5 %	2,95	1,85		359,25
Japan Post	7,20	3,6 %	14,3 %	85,7 %	8,55	5,70	11,08	32.400,00
Österreichische Post (EUR)	35,40	1,1 %	23,3 %	104,7 %	35,50	26,90	5,88	2.391,36
Poste Italiane	9,65	1,4 %	16,0 %	87,9 %	11,51	6,14	4,88	12.603,96
PostNL (EUR)	3,59	0,8 %	28,7 %	214,6 %	3,59	0,99		1.777,02
Royal Mail (GBP)	450,80	4,9 %	33,5 %	254,1 %	450,80	124,30		4.508,00
Express								
FedEx (USD)	254,36	-1,2 %	-2,0 %	160,5 %	301,45	90,49	1,02	67.423,36
UPS (USD)	162,37	-2,0 %	-3,6 %	153,8 %	176,54	86,17	2,51	140.450,05
Forwarding								
DSV	1.063,00	3,7 %	4,2 %	138,1 %	1.118,50	458,80	0,38	244.490,00
Kuehne&Nagel (CHF)	203,20	-0,7 %	1,2 %	126,8 %	208,00	120,50	1,97	24.384,00
Logistics								
C.H. Robinson (USD)	90,28	-0,7 %	-3,8 %	123,1 %	106,16	60,11	2,26	12.273,22
Expeditors (USD)	95,85	-1,7 %	0,8 %	130,6 %	97,52	54,94	1,09	16.224,12
Hapag Lloyd (EUR)	105,00	4,0 %	14,3 %	136,7 %	186,60	42,25	1,05	18.454,83
Maersk (DKK)	12.850,00	2,8 %	-5,5 %	151,1 %	15.170,00	5.034,00	2,57	246.069,16

Category

- [x] (Leer)
- [x] DAX
- [x] Index
- [ ] DAX
- [ ] (Leer)
- [x] Postals
- [x] Express
- [x] Forwarding
- [x] Logistics
- [ ] eCommerce
- [ ] Index
- [ ] Commodity
- [x] Currency

Securities	Volumes Change 3M moving AVG
DPDHL	58,0 %
DAX	74,1 %
Dow Jones	77,1 %
EuroStoxx 50	74,9 %

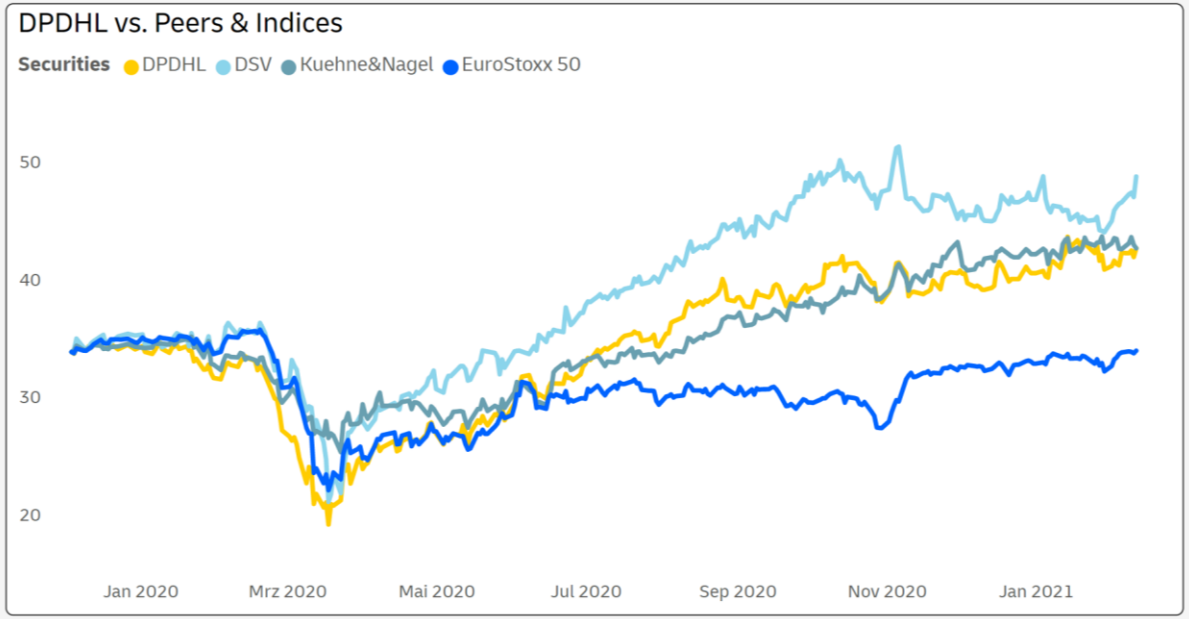
Level one - Performance

Level One

Investor Relations Dashboard

Share price performance versus peers and indices

Deutsche Post DHL Group



Securities	Chg
DPDHL	26,1 %
DSV	44,2 %
Kuehne&Nagel	26,1 %
EuroStoxx 50	0,3 %

Select to compare

- [ ] Alle auswählen
- [x] DPDHL
- [ ] PostNL
- [ ] Royal Mail
- [x] DSV
- [ ] Expeditors
- [ ] FedEx
- [x] Kuehne&Nagel
- [ ] UPS
- [ ] DAX
- [x] EuroStoxx 50
- [ ] Stoxx Europe 600
- [ ] MSCI Europe Transportati...
- [ ] MSCI World Transporatio...

04.12.2019 12.02.2021

Choose your own peer group

Choose your own time frame

Level one

Level One

Ready

Investor Relations Dashboard

Alotment of Performance Share Units

Deutsch… Group

	2017	2018	2019	2020
PSU DPDHL Basis	34,72	31,08	28,88	37,83
PSU DPDHL 1/6	38,20	34,19	31,77	41,61
PSU DPDHL 2/6	39,93	35,75	33,22	43,50
PSU DPDHL 3/6	41,67	37,30	34,66	45,40
PSU DPDHL 4/6	43,40	38,85	36,10	47,29
PSU Last Price DPDHL	42,62	42,62	42,62	42,62
Portion of SARs ex. (DPDHL)	3/6	4/6	4/6	1/6
PSU Stoxx600 Basis	375,59	385,02	371,81	368,10
Portion of SARs ex. (Perf DPDHL - Stoxx600)	2/6	2/6	2/6	0/6
PSU Stoxx600 1/6 and 2/6	0,10	0,10	0,10	0,10
PSU Last Price Stoxx600	411,35	411,35	411,35	411,35
Performance (DPDHL - Stoxx600)	0,17	0,35	0,42	0,04
Total ex.	5/6	6/6	6/6	1/6

Year
- [x] 2018
- [x] 2017
- [x] 2019
- [x] 2020

Portion of PSUs absolute performance

Portion of PSUs relative performance

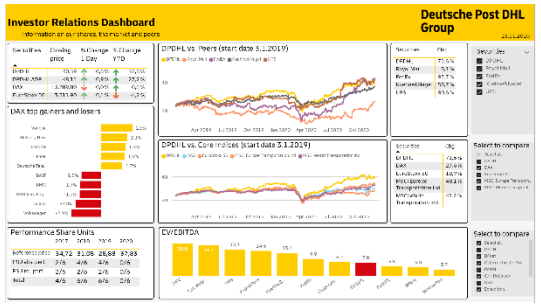
Total PSUs alotted

Year
- [ ] 2017
- [x] 2018
- [ ] 2019
- [ ] 2020

Opportunity to provide information on one platform, available 24/7

Level One

Ready



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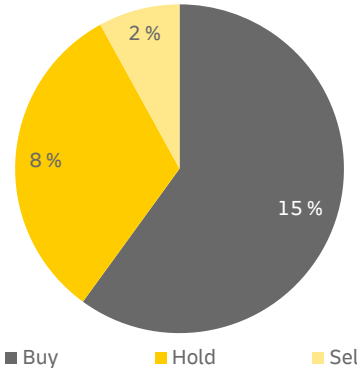
Level Two

Analyst recommendations



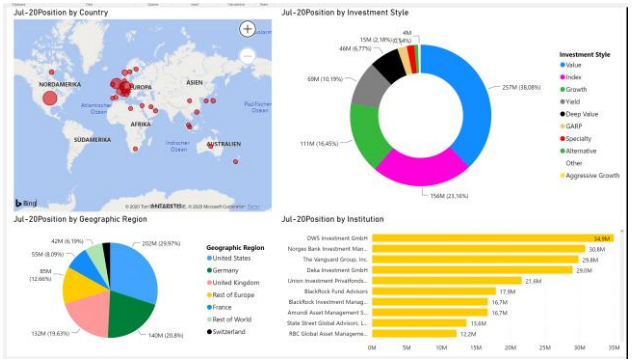
Consensus

EBIT	2020	2021
P&P	2.00	2.55
EXP	3.00	1.00
DGFF	1.25	3.00
DSC	8.00	4.25
DeCS	1.25	3.00
Cofp.	1.25	3.00
Group	4.25	8.00

+

Level Three

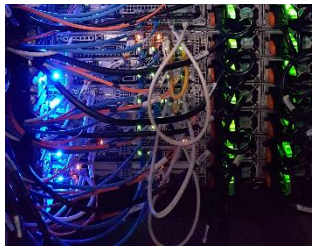
Share ID



Deutsche Post DHL Group

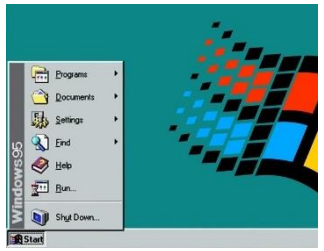
ETL Source -> DB with SQL Server Integration Services

Workflow



Bloomberg SFTP Server Sharepoint(Consensus, ShareID, ...)

Source for all stock market data

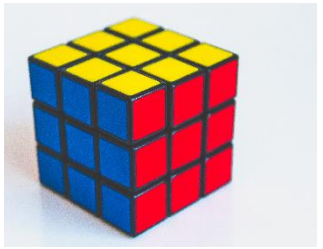


Windows File Share (Folder on DB Server)

Files are stored and prepared for import into the DB using SSIS

Databank SQL Server

+ SA (staging) data comes in and is casted into correct data types, ...
+ CD (core) data storage
+ DM (Data Mart): Data model in star schema optimised for reporting and cube



Cube SQL Server Analysis Server Tabular

Calculation of the key figures

Power BI Cloud Service

+ Visualisation
+ Interaction with data
+ Share data with users

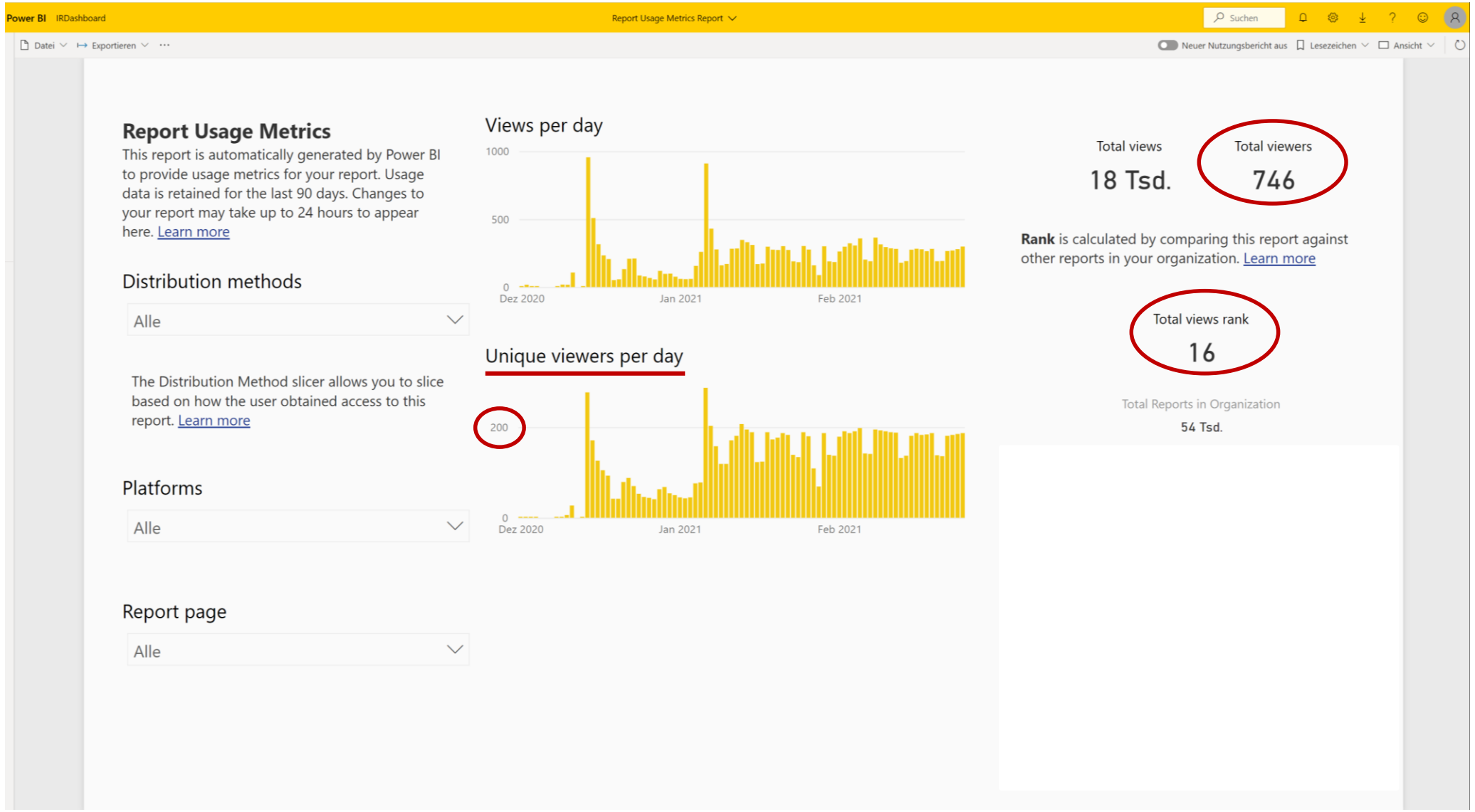
+ From Web Browser or Mobile

+ Access for all employee at DPDHL Group

How-to

- Decide what data you want to visualise
- Get your IT department on board
- Ask Bloomberg (or your data provider of choice) for a trial
- Build a draft dashboard – Does it work?
- Sign data licence agreement
- Build Level 1 dashboard
- Expand and refine

User stats


Power BI IRDashboard
Report Usage Metrics Report
Suchen
Datei
Exportieren
Neuer Nutzungsbericht aus
Lesezeichen
Ansicht
Report Usage Metrics
This report is automatically generated by Power BI to provide usage metrics for your report. Usage data is retained for the last 90 days. Changes to your report may take up to 24 hours to appear here. Learn more
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Report page
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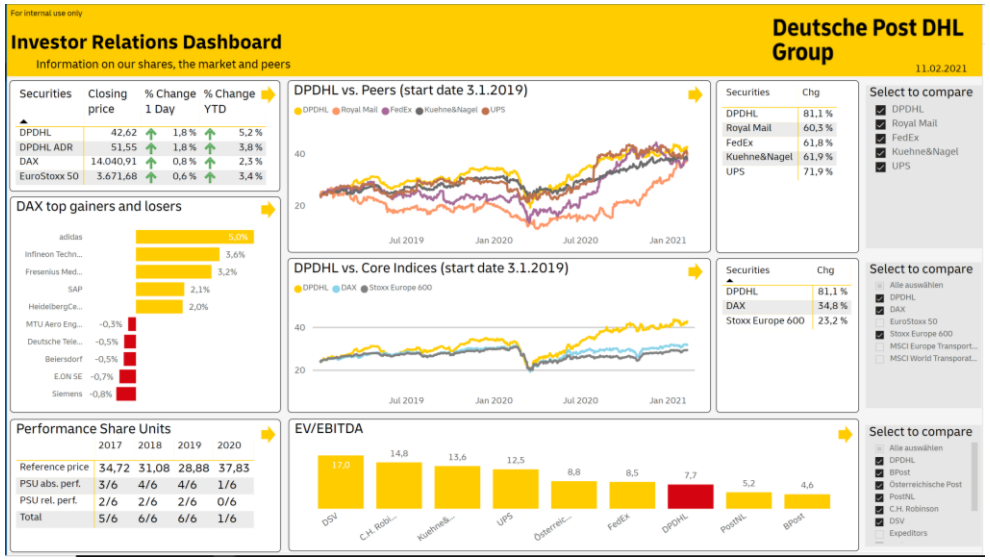
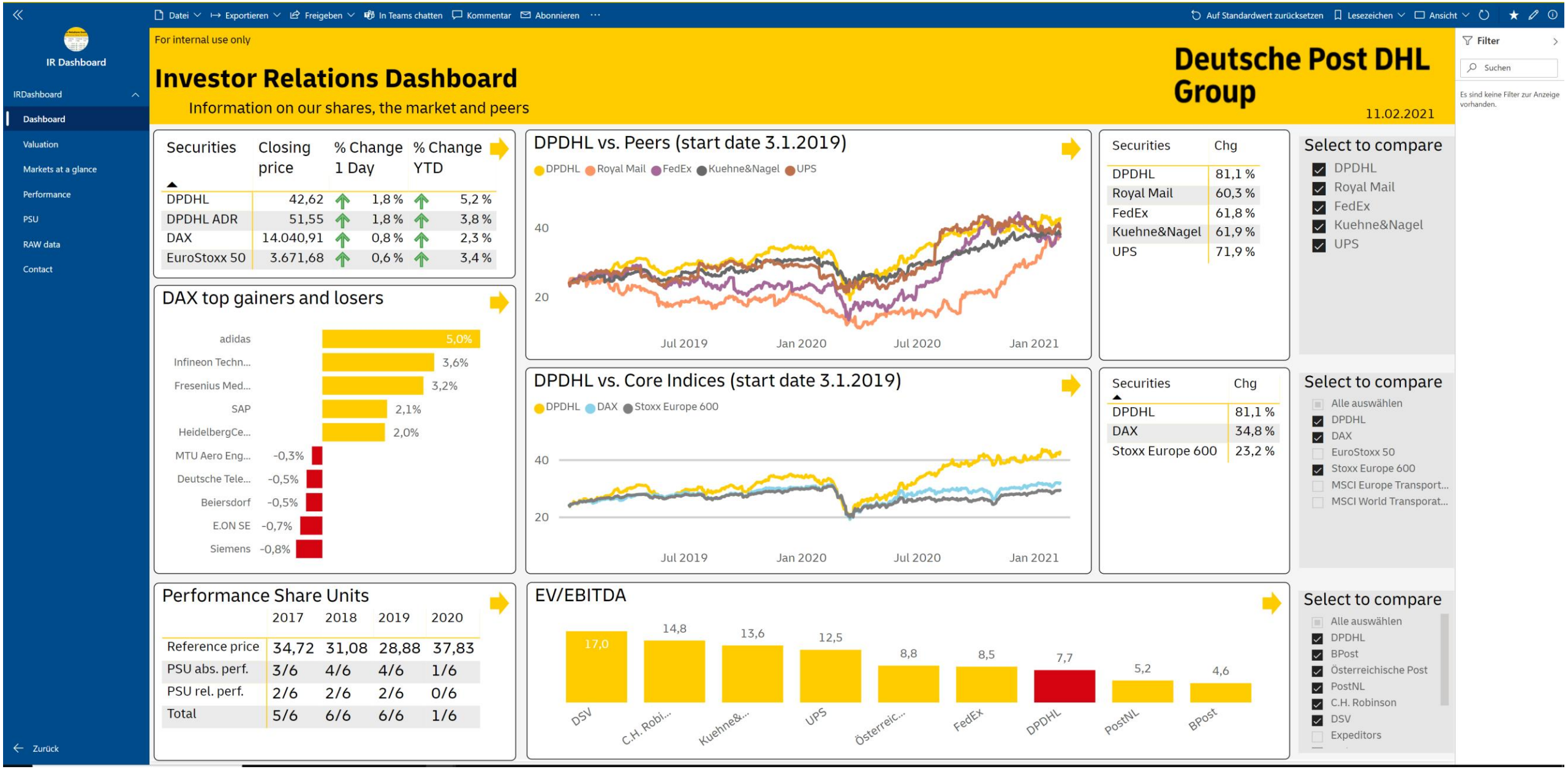
Views per day
1000
500
0
Dez 2020
Jan 2021
Feb 2021
Unique viewers per day
200
0
Dez 2020
Jan 2021
Feb 2021
Total views
18 Tsd.
Total viewers
746
Rank is calculated by comparing this report against other reports in your organization. Learn more
Total views rank
16
Total Reports in Organization
54 Tsd.

Summary

- All IR information with one click
  - Share price & performance comparison
  - Valuation & comparison
  - Performance Share Units
  - Analyst consensus
  - Shareholder Identification
- Gather many data sources into one platform
- Visualise data for better understanding the IR role and communicate perception of DPDHL shares
- Automate workflows




Datei
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Kommentar
Abonnieren
Auf Standardwert zurücksetzen
Lesezeichen
Ansicht
IR Dashboard
IRDashboard
Dashboard
Valuation
Markets at a glance
Performance
PSU
RAW data
Contact
Zurück
For internal use only
Investor Relations Dashboard
Information on our shares, the market and peers
Deutsche Post DHL Group
11.02.2021
Filter
Suchen
Es sind keine Filter zur Anzeige vorhanden.
Securities | Closing price | % Change 1 Day | % Change YTD
DPDHL 42,62 1,8 % 5,2 %
DPDHL ADR 51,55 1,8 % 3,8 %
DAX 14.040,91 0,8 % 2,3 %
EuroStoxx 50 3.671,68 0,6 % 3,4 %
DPDHL vs. Peers (start date 3.1.2019)
DPDHL Royal Mail FedEx Kuehne&Nagel UPS
40
20
Jul 2019
Jan 2020
Jul 2020
Jan 2021
Securities | Chg
DPDHL 81,1 %
Royal Mail 60,3 %
FedEx 61,8 %
Kuehne&Nagel 61,9 %
UPS 71,9 %
Select to compare
DPDHL
Royal Mail
FedEx
Kuehne&Nagel
UPS
DAX top gainers and losers
adidas 5,0%
Infineon Techn... 3,6%
Fresenius Med... 3,2%
SAP 2,1%
HeidelbergCe... 2,0%
MTU Aero Eng... -0,3%
Deutsche Tele... -0,5%
Beiersdorf -0,5%
E.ON SE -0,7%
Siemens -0,8%
DPDHL vs. Core Indices (start date 3.1.2019)
DPDHL DAX Stoxx Europe 600
40
20
Jul 2019
Jan 2020
Jul 2020
Jan 2021
Securities | Chg
DPDHL 81,1 %
DAX 34,8 %
Stoxx Europe 600 23,2 %
Select to compare
Alle auswählen
DPDHL
DAX
EuroStoxx 50
Stoxx Europe 600
MSCI Europe Transport...
MSCI World Transporat...
Performance Share Units
2017 2018 2019 2020
Reference price 34,72 31,08 28,88 37,83
PSU abs. perf. 3/6 4/6 4/6 1/6
PSU rel. perf. 2/6 2/6 2/6 0/6
Total 5/6 6/6 6/6 1/6
EV/EBITDA
17,0
14,8
13,6
12,5
8,8
8,5
7,7
5,2
4,6
DSV
C.H. Robi...
Kuehne&...
UPS
Österreic...
FedEx
DPDHL
PostNL
BPost
Select to compare
Alle auswählen
DPDHL
BPost
Österreichische Post
PostNL
C.H. Robinson
DSV
Expeditors